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ABSTRACT

This 37-item bibliography cites monographs, reports, and journal articles dealing with the factors affecting college student retention and attrition. The entries, arranged alphabetically by author, cite works on drop-out prevention strategies, the factors that precipitate retention or attrition, and methodology for conducting student attrition studies. Each citation provides a short synopsis of the work's content, as well as author, title, publisher, date of publication, and information on obtaining the item. (JP)

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COMMUNITY COLLEGE ATTRITION/RETENTION, 1980's

An Annotated Bibliography,
Compiled by John Baker,
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Fremont, California, 1980

Prepared for the
C.C.J.C.A. Research and
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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

1. A Guide to Resources and Services,
Survey Research Center, University of California, Berkeley, 1976

The Survey Research Center provides a variety of services for the researcher, including, Survey Sampling, Instrument Design, Study Design and Planning, Interviewing and Data Collection, Coding and Data Reducation, Data File Construction and Cleaning, Data Analysis, Computer Programming, Educational Services, and Library and Archival Activities. The guide book explains the above services. For further information, call (415) 642-3086.

2. Armijo, J. Frank, Sidney S. Micek, and Edward M. Cooper, Conducting Community-Impact Studies: A Handbook for Community Colleges, National Center For Higher Education Management Systems, P.O. Drawer P, Boulder, Colorado, 80302, 1978.

This handbook describes procedures and instruments to help community colleges assess qualitative as well as quantitative impacts on all populations they serve. The procedures described here are flexible and can easily be modified. An institution does not need sophisticated equipment, a specialized staff, or a great deal of money to measure its impacts.

3. Astin, Alexander W., Preventing Students from Dropping Out, Jossey-Bass Publishers, San Francisco, 1975.

Astin is one of the "stars" of those who have and continue to address the attrition/retention issue. In this book, he reports the results of a nationwide survey of 41,000 undergraduates at 358 representative two-year colleges, four-year colleges, and universities and of a follow-up survey conducted four years later - a longitudinal, multiinstitutional study of college dropouts.

4. Axtel, Dayton, and Alison Coad, A Study of a Sample of Merritt Students: Reasons Precipitating Possible Withdrawal; and Attitudes Toward Services and Instruction, Office of Student Personnel, Research Report No. 11, Merritt College, Oakland, California, May, 1979.

This study was supported in large part by a grant from the Nor Cal Community College Cooperative Institutional Research Group. The purpose of the study was to try to determine what factors precipitate, or "trigger", students' withdrawing from Merritt. In this case, a class-room survey was used. This study offers the researchers another research model to consider.

5. Bader, Phyllis D., Editor, Retention of Students, A Resource Manual, State University of New York, Office of Educational Services, State University Plaza, Albany, New York, 12246, June, 1978

This manual represents a wealth of information and ideas that the individual campuses can explore. It includes an extensive bibliography, and sections

on instruments, present S.U.N.Y. Campus Attrition Studies and Retention Programs, Analysis of Attrition/Retention Surveys and specific recommendations. A Very valuable collection of ideas.

6. Baker, John, Student Survey, '79, Ohlone Community College, Fremont, California, 1979.

The purpose of this study was to gain information about current Ohlone College students and their college experiences in order to better assist staff in assessment of current programs and services and planning for revisions and development of programs and services. This survey was intended to provide a systematic way of determining how well student needs have been or are being met through meaningful programs and practices for students at Ohlone College.

7. Beal, Philip E., "Student Retention: A Case Study of an Action Approach", NASPA Journal, Vol. 17, No. 1, Summer, 1979.

One college's response to the retention question on its campus. The study showed that persons covering a wide cross-section of the University could become concerned about retention and move rather rapidly toward specific solutions.

8. Best, John W., Research In Education, Prentic-Hall, Inc., Englewood Cliffs, New Jersey, 07632, 1977.

A clear, detailed approach to the research process, designed for use by the beginning researcher, emphasizing learning through actual involvement.

9. Bower, Cathleen and Edward Myers, A Manual For Conducting Student Attrition Studies In Institutions of Postsecondary Education, Technical Report No. 74, National Center for Higher Education Management Systems at Western Interstate Commission for Higher Education, P.O. Drawer P, Boulder, Colorado, 80302, March, 1976

The manual includes suggested survey administration procedures, data processing procedures and procedures for data analysis. Also is included a mail-out type questionnaire, suggested cover letters and suggested keypunching format for the questionnaire. The manual was written and developed in response to a current need of Postsecondary Education Planners and Managers to be able to assess and understand better the phenomenon of decreasing enrollment caused by students dropping out.

10. Cross, K. Patricia, "Community Colleges at the Crossroads", prepared for the Southern and Northern California Community College Division Chairperson's Conferences. Santa Ana, California, May 10, 1979.

Dr. Cross discusses the coming decade and what community colleges must do to remain strong. She urges teachers to move away from the traditional role of disseminators of information, and toward the more human role of learning facilitators.

11. Green, Bert I., Preventing Student Dropouts, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1966.

This volume deals with the high school drop-out. However, it gives an excellent overview of the drop-out issue, and ideas advanced fit the community college community.

12. Helmantoler, Michael C., "The Non-Traditional College Student and Public TV", Community and Junior College Journal, March 1978.

The attrition/retention issue must be dealt with by developing new approaches to education. Public TV has the potential for reaching every American home today.

13. Hoyt, Donald P., "A Retrospective and Prospective Examination of Retention-Attrition Research", New Directions for Student Services, 3, 1978.

Hoyt states that the value of attrition research has generally been disappointing if not misleading. He says the goal is not an improvement in the retention rate but satisfaction with one's life and the choices one makes in directing that life.

14. Hunter, Russell, M. Stephen Sheldon, Statewide Longitudinal Study, Report on Academic Year 1978-79, Part I - Fall Results,

This study is presently in progress and involves fifteen California community colleges. The purpose of this study is to find out what the main business of community colleges is. The findings are not for publication. Contact Stephen Sheldon at Los Angeles Pierce College for further information. A very important study.

15. Iffert, Robert E., Retention and Withdrawal of College Students, Bulletin 1958, No. 1, United States Government Printing Office, Washington: 1957.

The purpose of this study was to inquire into the extent and character of retention, transfer and withdrawal of undergraduate students in a group of representative institutions of higher education. This study is one of the first attempts to develop a systematic and comprehensive analysis of the attrition and retention issue. The approach created has been a model for more recent studies.

16. Kesselman, Judi R., Stopping Out, A Guide To Leaving College and Getting Back In, M. Evans and Company, Inc., New York, N.Y. 10017, 1976.

A comprehensive, practical handbook for students to Stopping Out- the rapidly growing trend among college students to take time off from the traditional four-year curriculum and later return to school.

17. Kintzer, Frederick C., "Advantages of Open-Response Questions In Survey Research", Community/Junior College Research Quarterly, 2:37-46, 1977.

This study sought to document advantages to open-response questions used in a questionnaire format. A survey utilizing both open and closed

questions and eliciting reactions of community college - university transfer students provided the context. (Request reprints from Dr. Frederick C. Kintzer, Professor of Higher Education, Department of Education, University of California at Los Angeles, 405 Hilgard Avenue, Los Angeles, California, 90024.

18. Knowles, Malcolm, "Talking with Malcolm Knowles: The Adult Learner Is A Less Neglected Species", Training HRD, August, 1977.

The author is known as the "Father of Adult Learning". He discusses a learning style called self-directed learning. He contends that the approach to learning directly relates to the attrition/retention model.

19. Lea, H. Daniel, William E. Sedlacek, and Sylvia S. Stewart, "Problems in Retention Research in Higher Education", NASPA Journal, Vol. 17, No. 1, Summer 1979.

This study examines the themes of retention literature within the context of a theoretical framework and seeks to identify problems which may be encountered by investigators seeking to examine the phenomenon of persistence in higher education.

20. Leach, Ernest R., Marketing: A Strategy For Institutional Renewal, Prince George's Community College, 301 Largo Road, Maryland, 20870, July 30, 1979.

The author reports that the discipline of Marketing, applied to higher education, offers a positive alternative which has the potential for increasing enrollments, reducing attrition and making college services more responsive to the needs of consumers.

21. Marchi, Joseph J., Simple Gifts, Canada Community College, Redwood City, California, 1979.

Mr. Marchi has developed a very effective peer counseling program at Canada College. His book is a collection of statements, exercises, poetry, etc., which came from his students and reflect their growth as students, persons, at Canada. A very sensitive and creative approach to retention of students.

22. Milton, Ohmer, On College Teaching, Jossey-Bass Publishers, San Francisco, 1978.

The quality and effectiveness of teaching are two variables that play a role in attrition/retention. This book discusses both traditional approaches (lecturing, testing, leading discussions) and new approaches (using P.S.I., teaching with computers, developing learning contracts, adopting a competency-based approach, building on case studies, running simulation games, overseeing field experiences and providing feedback).

23. Mitchell, Joyce Slayton, Stopout! Working Ways to Learn, Garrett Park Press, Garrett Park, Maryland, 20766, 1978.

Half of all undergraduate college students leave school. Eighty-five percent of these students go back again. These are the stopouts. Stopout is a directory with a working plan for students to leave school for a year.

24. Model for Attrition Reduction Activity at Tompkins Cortland Community College, Tompkins Cortland Community College, 170 North Street, Dryden, New York, 13053, 1979.

The model includes a variety of activities, including such areas as recruitment, pre-registration orientation, registration, and post-enrollment. Each activity has an identified staff person who has ultimate responsibility and one who is immediately accountable for the activity. Write Tompkins Cortland Community College, Office of the President, for further information.

25. Muskat, Hermine, "Educational Expectations and College Attrition", NASPA Journal, Vol. 17, No.1, Summer 1979.

This article reports that sound academic counseling and planning is the cornerstone of a collegiate program aimed at student development and retention.

26. Oppenheim, A.M., Questionnaire Design and Attitude Measurement, Basic Books, New York, 1966. Out of Print. Check the University of California Library at Berkeley.

A classic! Deals with instrument design. Chapter 3 deals with question-wording. How questions are built determines the answers. An excellent tool for those who must design questionnaires.

27. Patrick, Cathleen, Edward Myers, and William Van Dusen, A Manual for Conducting Student Attrition Studies, National Center for Higher Education Management Systems, P.O. Drawer P, Boulder, Colorado, 80302, 1979

This manual was written to help planners and administrators of colleges and universities assess and understand the problem of student attrition. The procedures in the manual are offered as guidelines for conducting an attrition study.

28. Payne, Stanley L., The Art of Asking Questions, Princeton University Press, Princeton New Jersey, 1951. Out of print. Check the University of California Library at Berkeley.

A classic! The author points out the importance of aking the right questions. He proceeds to demonstrate how to frame good questions, and how to test them. An excellent tool in question building.

29. Rasov, Richard A., Why Students Drop Classes, American River College, 4700 College Oak Drive, Sacramento, California 95841, January 8, 1980.

Dr. Rasor, Research Coordinator at American River College is presently conducting a study of why students drop classes at American River College. He is studying the following six broad categories:

- Class Variables: way classes are run and organized, amount of homework
- Study Skills: falling behind in homework, inadequate study habits
- Instructor Variables: disorganized presentation
- Scheduling Problems: conflicts between demands of job and class
- Testing and Grading: difficulty of tests, grade dissatisfaction
- Health: personal and health problems

Study is in progress. Contact Dr. Rasor at American River College for further information.

30. Renter, Lois, "College Student Retention: An Annotated Bibliography", New Directions for Student Services, 3, 1978.

Lois Renter has served as head librarian for the American College Testing program at its national offices in Iowa City for the past then years. An excellent resource.

31. Retention Newsletter, Phyllis D. Bader, Editor, State University of New York, State University Plaza, Albany, New York, 12246, 1980.

This newsletter is the first of a new series that will feature articles on key areas relating to retention. Most of the articles are written by faculty and staff on State University of New York campuses. Topics to be featured in future issues include: academic advisement, early warning systems and other support systems; faculty-student contact; developmental, remedial, tutorial services; retaining minority students; peer counseling; etc. Simply write the editor to be put on the mailing list. Excellent information.

32. Stoddard, Peter M., Greenfield Community College Survey of Alumni, 1962-1974, Greenfield Community College, Mass., Nov. 7, 1975. (Document can be gotten through ERIC).

This study was designed to identify selected personal and demographic characteristics of former students and their post-college activities, and to ascertain the attitudes for former students toward their community college experiences.

33. Study of Factors Related To Undergraduate Enrollment in the University of California, Study presently in progress. Contact Sandra Smith, Student Affairs Office, University of California, 407 Eshleman Hall, Berkeley, California, 94720.

Because projections indicate that the University will face a declining enrollment pool in the near future, a task force was established to determine

the factors that influence retention and that cause withdrawal or transfer and with suggesting some alternative strategies for improving our ability to retain students.

34. "Through the Open Door", prepared by the staff of the California Postsecondary Education Commission, 1976. Contact person: Dorothy M. Knoell, California Postsecondary Education Commission, 1020 Twelfth Street, Sacramento, California, 95814.

    A study of patterns of enrollment and performance in California's community colleges. This is the story of the California community colleges in the 1970's.

35. Trinchero, Robert L., Susan C. Calcagno, and Daniel P. Wile, Why Students Leave California State University, Hayward; A Survey of Voluntary Withdrawals from Fall, 1973 Through Winter, 1975, Student Services Report No. 4, January 31, 1977.

    This study was intended to determine why students had left C.S.U.H. and, furthermore, to search for demographic, academic, and attitudinal variables which distinguished students who withdrew from those who persisted. This study included the use of a telephone survey, and is an excellent research model.

36. Vincent, William E., "Can Community Colleges Adapt to Hard Times?" The Chronicle of Higher Education, Page 48, July 2, 1979.

    Mr. Vincent states in this short paper that the adaptability which community colleges claim, will be tested in the 80's. He offers some valuable recommendations that will allow the community colleges to preserve their vital energies throughout the coming decade.

37. Carnegie Council on Policy Studies in Higher Education, Three Thousand Futures: The Next 20 Years For Higher Education, Jossey-Bass, Inc., Publishers, 433 California Street, San Francisco, 94104. The price has been tentatively set at $13.95.

    A very important study that is soon to be released. They report, "The major research universities, selective liberal-arts colleges and two-year colleges will be least vulnerable to the decline in enrollments over the next two decades... the public two-year colleges enjoy strong local support, attract non-traditional students, and are still developing new functions.

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